11 Men & Girl

WARNER BROS. PRESS SHEET

MAYBE IT'S LOVE

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College Cutie Vamps "All-American" Team

Flirt Falls in Love

...es Hall and Joan Bennett in "Maybe Its Love"- A Warner Bros. Production

In vamping an "All-American" team to win for Upton, Nan accidently falls in love with Tommy—which almost upsets the big game.

Production No. 1—Cut or Mat

WARNER BROS. *present*

"MAYBE IT'S LOVE"

with

JOAN BENNETT, JAMES HALL
JOE E. BROWN

THE CAST

Nan Sheffield	*Joan Bennett*
Speed Hanson	*Joe E. Brown*
Tommy Nelson	*James Hall*
Betty	*Laura Lee*
Mr. Nelson	*Anders Randolf*
Whiskers	*Sumner Getchell*
President Sheffield	*George Irving*
Professor	*George Bickel*
Coach Bob Brown	*Howard Jones*
Bill	*Bill Banker*
"Racehorse" Russell	*Russell Saunders*
Tim	*Tom Moynihan*
Schoony	*W. K. Schoonover*
Elmer	*E. N. Sleight*
George	*George Gibson*
Ray	*Ray Montgomery*
Otto	*Otto Pommerening*
Ken	*Kenneth Haycraft*
Howard	*Howard Harpster*
Paul	*Paul Scull*
Brown of Harvard	*Stuart Erwin*

Story by MARK CANFIELD

Screen Play and Dialogue by JOSEPH JACKSON

Directed by WILLIAM WELLMAN

"Maybe It's Love"--Collegiate Comedy Romance of Campus Cutups and Rah! Rah! Cuties

How One Girl Loved All the "All-Americans"

(Advance)

"MAYBE IT'S LOVE," Warner Brothers Vitaphone comedy romance of college days, with a cast headed by Joan Bennett, Joe E. Brown and James Hall, is announced as the next attraction at the .....Theatre.

A fast-moving story of campus life it presents one of the most authentic pictures of undergraduate days. "Maybe It's Love" is an original story by Mark Canfield adapted for the screen by Joseph Jackson.

Miss Bennett portrays a lovely collegiate belle who succeeds in gathering an "all-American" football team to fight on the gridiron for her Alma Mater. Joe E. Brown has the funniest role of his career as a "has been" football star pushed into the background by the arrival of the "all-Americans." James Hall has the role of a pigskin star opposite Miss Bennett in the leading male part. Laura Lee provides many amusing moments as the campus cutie and sweetheart of Brown.

William Wellman, famous for his screen stories of modern youth, directed "Maybe It's Love." Sidney Mitchell, Archie Gottler, and George Meyer, wrote the theme song, "Maybe It's Love," and other tuneful melodies heard in the picture. The "All-American" is the genuine 1929 group of star players. They are all here: W. K. Schoonover of U. of Ark.; Elmer N. Sleight, Purdue; George Gibson, U. of Minn.; Tim Moynihan, Notre Dame; Ray Montgomery, U. of Pitt.; Otto Pommerening, U. of Mich.; Kenneth Haycraft, U. of Minn.; Howard Harpster, Carnegie Tech.; Paul Scull, U. of Penn.; Russell Saunders, U. of S. C., and Bill Banker, Tulane.

Joan Bennett "All-American" Campus Idol

(Advance)

The "All-American" girl is golden blonde. She is five feet three inches tall. She weighs one hundred and eight pounds. She has blue eyes. She has a soft speaking voice and is a first class flirt!

She is Joan Bennett, who portrays the sweetheart of the "all-American" football team in "Maybe It's Love," the Warner Bros. and Vitaphone collegiate comedy romance which opens at the ..... Theatre next .....

Miss Bennett enacts a lovely co-ed in this story of campus life and love whose flirting ways succeed in recruiting eleven "all-American" football stars under the banner of her Alma Mater. This all star team is composed of the greatest gridiron talent in the nation selected from the all-American teams of Grantland Rice, the New York Sun, and the coaches team chosen by Coaches Rockne, Warner, Jones and Alexander.

The various methods which Joan Bennett employs to vamp the pigskin stars provide many of the comedy moments in the picture.

James Hall has the leading role opposite Miss Bennett. Joe E. Brown and Laura Lee contribute additional comedy as a couple of dizzy campus sweethearts.

THE STORY

THE Upton College Eleven hasn't defeated the Parsons team in twelve years. Because of this, the trustees of Upton insist that President Sheffield will have to resign if Upton does not beat Parsons in the coming season's game.

Nan Sheffield, the president's daughter and a co-ed at the school, and Speed Hanson, the only star of Upton's eleven overhear the trustee's threat. Speed hits upon a plan and outlines it to Nan.

Scheme Works

He persuades Nan to change her studious appearance by discarding her horn-rimmed glasses, changing her plain coiffure, and wearing striking clothes. She is ravishingly beautiful. The scheme is for Nan to flirt and recruit a real "all-American" team for Upton.

By the time football practice starts Upton has the greatest array of football talent in the country. But the coach needs one man to make it unbeatable. Tommy Nelson, one of the greatest stars of the country, but the pampered and spoiled son of a wealthy father, is the man. But Tommy has been ousted from a dozen colleges because of his lack of decorum. His father's money, promised endowments and threats do not have any effect on President Sheffield. He will not permit Nelson to enter because of his poor credentials.

Tommy Discovers Plan

Tommy enters Upton under an assumed name (having already fallen in love with Nan), and is forced to work his way through college because his father thinks he is at Parsons. Eventually Tommy discovers that Nan has lured each one of the boys to play on the team by pretending that she loved him and, disillusioned, he calls the team together, tells them he is the famous Tommy Nelson, and that Nan has been fooling them. They scheme to get even.

Nan hears that the Upton-Parsons game is to be called off and rushes to the training quarters to find the boys in various stages of drunkenness. Completely frightened, and disgusted with Tommy, she breaks down and cries.

They Win for Nan

When she recovers she finds that the boys had been fooling her. They are sober, have forgiven her and tell her they will play the game to win for her.

After the game, which has been won by Upton, of course, Mr. Nelson congratulates his son and forgives him for disobeying him and going to Upton, telling him that he understands, now that he has met Nan. Nan tells Tommy that she really loves him and they leave the stadium arm in arm.

"MAYBE IT'S LOVE" FAST AND FUNNY

(Advance)

A brand new college story, "Maybe It's Love," the Warner Bros and Vitaphone production featuring Joe E. Brown, James Hall and Joan Bennett.

The Mark Canfield story is aided by the play and song writing trio Sidney D. Mitchell, Archie Gottler and George W. Meyer, recently signed by this studio, and the adaptation is the work of Joseph Jackson.

The tremendous enthusiasm with which the public received the comic antics of Joe E. Brown in "Hold Everything" makes "Maybe It's Love" of special interest. James Hall, the popular juvenile, and Joan Bennett, have the romantic leads in the picture.

Thrills and Laughs Run Riot in the Warner Picture

(Advance)

A Southern California college experienced a signal honor during the filming and recording of "Maybe It's Love," the Warner Bros. and Vitaphone collegiate comedy-drama which is coming to the ..... Theatre, next .....

The first "all-American" football team ever assembled in the history of football donned gridiron regalia and actually played football as an eleven on the field at Occidental College. This field is the first gridiron in the world on which such an event has occurred.

Joan Bennett enacts the leading role in "Maybe It's Love" and plays the sweetheart of the "all-Americans" in the film. James Hall has the masculine lead opposite Miss Bennett while the cast also includes Joe E. Brown, Laura Lee, Anders Randolf, George Irving, Coach Howard Jones and others. William Wellman directed. Joseph Jackson did the screen adaptation and dialogue of the Mark Canfield play.

Selected from the all star nominations of Grantland Rice, the New York Sun, and the coaches committee composed of Rockne, Warner, Jones and Alexander, the all-American eleven in the picture is made up of such famous gridiron talent as W. K. Schoonover, Arkansas; E. N. Sleight, Purdue; George Gibson, Minnesota; Tim Moynihan, Notre Dame; Ray Montgomery, Pittsburgh; Otto Pommerening, Michigan; Kenneth Haycroft, Minnesota; Howard Harpster, Carnegie Tech; Paul Scull, Pennsylvania; Russell Saunders, Southern California, and William Banker, Tulane.

Joe E. Brown Campus Cut-up in New Picture

(Advance)

Joe E. Brown portrays a "has been" football star in "Maybe It's Love," the Warner Bros. newest Vitaphone production, which is coming to the ..... Theatre, on .....

Brown, who enacted the lazy prize-fighter in "Hold Everything," has switched his rare comedy antics from the squared circle to the gridiron in this collegiate comedy-drama, in which he plays a pigskin star forced to warm the substitutes bench when some real players come to his college.

Real "All-American"

James Hall and eleven "all-American" gridiron stars, chosen from among the greatest football talent in the country, are seen in action on the field. The blonde and charming Joan Bennett portrays the feminine lead and proves to be the magnet which draws the football stars to her Alma Mater's campus. William Wellman directed "Maybe It's Love" which is adapted from Mark Canfield's stage play, Joseph Jackson did the scenario.

Several brand new college songs and other tuneful melodies are heard in the production.

Critical Eye On Screen Self Helps Acting

(Advance)

STUDY your screen self and see yourself as others see you. For seeing yourself on the screen is a great help in moulding film personality.

Joan Bennett, who has the feminine lead in "Maybe It's Love," the Warner Bros. and Vitaphone collegiate picture which is coming to the ..... Theatre, next ....., offers this recipe to budding screen stars. Miss Bennett has found that seeing her shadow self is a great aid in shaping her histrionic personality.

"By watching one's own performance, one can learn many things," states Miss Bennett. "Walking gracefully is a great screen asset. And this is easily acquired by the actress who pays strict attention to her cinematic personality."

Certain mannerisms have to be discarded and others added to take their place. This can only be done through careful study of one's self, asserts the star.

James Hall and Joe E. Brown have the masculine leads in "Maybe It's Love," while Laura Lee, George Irving, Sumner Getchell, Anders Randolf, George Bickel and the "all-American" football team complete the cast. William Wellman directed. Joseph Jackson did the screen play.

"Racehorse" Saunders Actor

(Current)

"Racehorse" Russell Saunders, star fullback on the University of Southern California's great football team and an "all-American" selection for 1929, enacts the captain of the team in the Warner Bros. collegiate comedy - drama currently showing at the ..... theatre.

The "all-American" pigskin squad in this picture is the selection of Grantland Rice, New York Sun, and the combined selections of Coaches Jones, Rockne, Warner and Alexander, who comprise the coaches committee.

Joan Bennett, Joe E. Brown and James Hall play the featured parts in "Maybe It's Love."

ADVERTISEMENT

One Col Ad—Style A—Cut or Mat

"All-American" Team in "Maybe It's Love"

"All American" Football Team as they arrived in Hollywood to play in "Maybe Its Love"-A Warner Bros. Production Left to right, front row, Howard Harpster, Quarterback, Carnegie Tech; Paul Scull, Halfback, U. of P; Russell Saunders, Fullback, U. of S.C; William Banker, Halfback, Tulane; Otto Pommerening, Tackle, U. of Mich. Standing, W. K. Schoonover, End, Arkansas U; Tim Moynihan, Center, Notre Dame; E. N. Sleight, Tackle, Purdue U; George Gibson, Guard, U. of Minn; Ray Montgomery, Guard, U. of Pitt; Kenneth Haycraft, End, U. of Minn.

Production No. 2—Cut or Mat

In addition to the "All-American" team, assembled for the first time for a screen production, the cast of "MAYBE IT'S LOVE" contains three sure-fire names: James Hall, Joan Bennett and Joe E. Brown

Rivals Meet as Team-Mates in "Maybe It's Love"

(Current)

To two of the star football players on the "all-American" eleven in "Maybe It's Love," the Warner Bros. Vitaphone collegiate comedy at the ..... Theatre, the stadium in which the "Big Game" was filmed and recorded brought memories of another classic struggle.

Russell Saunders and Ray Montgomery, all-American selections from the University of Southern California and University of Pittsburgh respectively, recalled the eventful New Years Day when U. S. C. met Pittsburgh in the intersectional game a year ago at the famous Pasadena Rose Bowl.

Saunders and Montgomery were pitted against each other in that historic contest with "Russ" in the backfield and Ray at guard in the line. In "Maybe It's Love" they play on the same team in the respective positions in which they gained all-American fame.

Howard Harpster, star quarterback from Carnegie Tech, was also somewhat familiar with the gridiron in the huge Rose Bowl as it was there his team practised before meeting Southern California eleven last year at the Los Angeles Coliseum. Saunders also played against Harpster in this intersectional battle.

Joan Bennett, Joe E. Brown and James Hall play the featured roles in "Maybe It's Love" the screen play of which was written by Joseph Jackson. William Wellman directed.

MODERN TALKING PICTURES NEED FINE BALANCE OF STORY ACTION AND LOVE THEME

(Advance)

ACTION in talking pictures is demanded by the public. There must be action in pictures for young people and folks who see with the eyes of youth. Action made motion pictures what they are today and action will continue to be the backbone of their very existence.

Such is the opinion of William Wellman, noted film director whose latest production, "Maybe It's Love," the Warner Bros. and Vitaphone collegiate comedy romance featuring Joan Bennett, James Hall, Joe E. Brown and Laura Lee, opens at the ..... Theatre for a run of ..... days.

Youth Wants Action

Wellman points out that youth must have action in the motion picture fare. In view of the fact that it is estimated seventy per cent of screen audiences are composed of young people, action is a fundamental requirement in a picture in order that it may be a success.

"Of course, action alone cannot carry a picture in popular favor," stated Wellman. "There must be a balance of story interest, cast, and love interest."

In his meteoric career as a director, Wellman has always been a maker of action stories. Among these are listed "Wings," "Legion of the Condemned," "Beggars of Life," "Dangerous Paradise," "The Man I Love," "Young Eagles," "Ladies of the Mob," and others.

With the direction of "Maybe It's Love," Wellman has incorporated his ideas on action in modern talking pictures, carefully maintaining a fine balance of story construction and love theme.

The cast of the campus comedy-drama also includes Anders Randolf, Sumner Getchel, George Irving, George Bickel and others. Joseph Jackson did the screen play.

Sene from "Maybe Its Love" A Warner Bros. Production Featuring Joe E. Brown, Joan Bennett and James Hall

Production No. 8—Cut or Mat

It's Rah! Rah! Time at the Box-Office When You Show "MAYBE IT'S LOVE"

Noisy Collegiate Ford Finds Role in Comedy Film

(Advance)

The collegiate Ford, vehicle of gaudy colors and flippant wisecracks familiar to every campus, has found its way to the screen.

This symbol of undergraduate glamour is seen in the Warner Bros. and Vitaphone college production, "Maybe It's Love," in which Joan Bennett and James Hall have the leading romantic roles and which is coming to the ..... Theatre, next .....

Joe E. Brown and Laura Lee in the comedy roles in this screen collegiate romance, have the Ford for their own special use in the picture.

Equipped in the usual college manner, the "puddle-jumper" has special stop and go signals, several automatic horns and whistles, and a radio fully equipped with snappy loud speaker.

Anders Randolf, Sumner Getchell, George Irving, and others are in the cast of "Maybe It's Love," while the first "all-American" football team ever assembled plays football in the picture and enact roles under their real names.

William Wellman directed from Joseph Jackson's screen play of Mark Canfield's original story.

Strange Wagers Prove Loyalty to Alma Mater

(Advance)

That over-powering mania known as "college spirit" takes many strange twists not listed in any collegiate curriculum. Spirited undergraduates subject themselves to varying degrees of torture for their dear old Alma Mater in the hope that she will be victorious.

Some get broken noses and dislocated knee caps on the football gridiron fighting for their college prestige. Others don rooters' caps and yell themselves hoarse in the rooting section in order to spur their gallant warriors to greater efforts. Still others bet their allowances of hard earned money, a medium which is usually slim on any campus.

Those who haven't the money to bet figure out many strange wagers that place comic election bets far in the background for their originality.

One of these unusual wagers, as a means of displaying college spirit, is disclosed in Warner Bros. Vitaphone college picture "Maybe It's Love," which is coming to the ..... Theatre, next .....

A rah-rah lad bets another student at the rival college that he will not shave until his Alma Mater emerges victorious from a bi game encounter.

As his school is always on the short end of the score board, his beard grows so long that his campus mates dub him "Whiskers." But he faithfully wears his bear until the big game, which giv his college chums endless oppo tunities for comic gags.

Joan Bennett and James Hall have the romantic leads in "Maybe It's Love," while Joe E. Brown and Laura Lee play comedy characterizations as a "has-been" footb star and a dainty co-ed. They are responsible for the big laughs of this comedy picture. Incidentally, this is the first screen production in which a genuine "all-American" team has played.

FAMOUS FOOTBALL STARS APPEAR IN BIG GAME IN "MAYBE IT'S LOVE"

Thrilling College Comedy Drama Also Has Joan Bennett, Joe E. Brown And James Hall Heading Cast

(Current)

ONE of the dramatic features of a great football game that the rabid throngs in the stadium never see or hear is revealed in "Maybe It's Love," the Warner Bros. and Vitaphone picture of college life in which Joan Bennett, Joe E. Brown, James Hall, Laura Lee and others appear at the .....Theatre.

Tense Moments

At the end of the first half, when the pigskin warriors trot off the gridiron to their dressing quarters, what goes on behind those closed doors? What does the fighting coach say? How do the players feel?

This vivid moment never witnessed by the howling fans provides one of the dramatic scenes of "Maybe It's Love."

Howard Jones, famous coach of the University of Southern California national championship eleven, enacts the role of the coach of the "all-American" football team in the picture. His authentic characterization is based upon his years of coaching experience and what actually happens between halves of a "Big Game" is photographed and recorded with infinite accuracy.

Famous Names

Lending further authenticity to the picture, the football team is composed of the greatest gridiron stars in the entire country selected from the "all-American" choices of the past year. They are W. K. Schoonover, Arkansas end; Elmer H. Sleight, Purdue tackle; George Gibson, Minnesota guard; Tim Moynihan, Notre Dame center; Ray Montgomery, Pittsburgh guard; Otto Pommerening, Michigan tackle; Kenneth Haycraft, Minnesota end; Howard Harpster, Carnegie Tech quarterback; Paul Scull, Pennsylvania halfback; Russell Saunders, Southern California fullback; and Bill Banker, Tulane halfback.

William Wellman directed "Maybe It's Love," Joseph Jackson did the screen play and dialogue from Mark Canfield's original. The tuneful theme song, titled after the name of the picture and other melodies in the piece were written by Sidney Mitchell, Archie Gottler and George Meyer.

THE MOVIES GET 'EM EVENTUALLY

(Current)

Football heroes, those husky lads who occupy the front pages during the football season and carry ice all summer, all do not go into the bond or insurance business.

Some of them go into the movies.

The newest recruits to Hollywood are football stars, but not in any ordinary sense of the word. They are "all-Americans" selected by Warner Bros. from among the all star aggregations of Grantland Rice, Rockne, Warner and Alexander, who make up the coaches committee.

This first all-American team ever assembled in the entire history of their selection is appearing in the Vitaphone production "Maybe It's Love," now showing at the .....Theatre.

Joan Bennett, Joe E. Brown and James Hall play the leading roles.

Nan's Scheme Discovered

James Hall and Joan Bennett in "Maybe Its Love"- A Warner Bros. Production

Tommy, certain that Nan has been fooling him as she did the other boys on the team, pretends he is drunk and tells her that they are not going to play the "big game"

Production No. 3—Cut or Mat

NEWS FLASHES

(Current)

THE "all-American" football team appearing on the screen for the first time in the Warner Bros. and Vitaphone production "Maybe It's Love," now showing at the .....Theatre, has voted the lovely Joan Bennett their favorite screen actress. Joan plays the featured role in this production. In fact, she enacts a gay little co-ed who is the sweetheart of the entire football team.

• • •

JOE E. BROWN recently received a letter from a famous plastic surgeon in which the latter offered to perform an operation on Brown's funny face and make him quite a handsome hero. The surgeon guaranteed to vastly improve every feature of the comedian's physiognomy.

Brown wrote a polite refusal and he is still chuckling over the idea of himself as a movie sheik. And one look at his bank book convinces him that he had better stay funny looking. As he says, "There are plenty of handsome boys hanging around this town looking for work but only once in a generation will you find a pan like the one I was born with."

• • •

LAURA LEE, who plays a featured comedy role opposite Joe E. Brown in "Maybe It's Love," the Warner Bros. and Vitaphone production now showing at the .....Theatre, shows promise of being one of the greatest comediennes of the stage or screen. She is responsible for many of the laughs in this hilarious campus comedy.

• • •

JAMES HALL, the young handsome leading man who plays a featured role in "Maybe It's Love," the Warner Bros. and Vitaphone comedy now showing at the .....Theatre, has played opposite the most beautiful and most interesting actresses on the screen. Among these are Bebe Daniels, Billie Dove, Pola Negri, Vilma Banky, Clara Bow, Colleen Moore and Betty Bronson.

Joan Bennett Named By Maude Adams

(Current)

If Maude Adams didn't pronounce the name "John" with such a thick Scotch accent that it sounded like "Joan," Joan Bennett, screen star would have become famous under another name.

Miss Bennett, who heads the all star cast of "Maybe It's Love," Warner Bros. Vitaphone collegiate comedy-drama at the .....Theatre, was supposed to have been a boy. Her father, before she was born, was appearing in the Barrie play "What Every Woman Knows" with Maude Adams. He and his wife decided to name their son John but when the son happened to be a girl they called her by the name Maude Adams used in saying John.

Joan portrays a beautiful campus co-ed in "Maybe It's Love." The cast also includes Joe E. Brown, James Hall and Laura Lee.

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Two Column Ad—Style B—Cut or Mat

SEVEN GENERATIONS OF THEATRICAL CELEBRITIES TELL JOAN BENNETT'S STORY

(Biographical Feature)

DESPITE the fact that she comes from a long line of theatrical celebrities, Joan Bennett did not decide to go on the stage until she was seventeen years old.

At that time, Miss Bennett, who is featured in the all star cast of "Maybe It's Love," the Warner Brothers and Vitaphone collegiate comedy-drama at the .....Theatre, mentioned the fact that she decided on a theatrical career to her illustrious father, Richard Bennett, the stage star.

The elder Bennett was not enthusiastic but he placed her in the ingenue lead in "Jarnegan" in which he starred. The New York opening of the play brought forth some critical raves anent Joan's beauty and ability.

Gets Screen Role

Searching for a leading lady for his production "Bulldog Drummond," Samuel Goldwyn saw Miss Bennett, signed her for the part and brought her to Hollywood. Upon the completion of her first talkie she returned to the stage in Los Angeles with Doris Keane in "The Pirate."

Subsequently she portrayed the feminine leads in such talking pictures as "Disraeli," "Moby Dick," opposite John Barrymore, "Three Live Ghosts," "The Mississippi Gambler" and "Crazy That Way."

Joan is a natural golden blonde, five feet three inches tall, and weighs one hundred and eight pounds. She has blue eyes.

Educated at St. Margaret's school at Waterbury, Conn., Miss Bennett completed her schooling at L'Ermitage at Versailles, France.

Mother Famous

Her mother was Adrienne Morrison, one of the beloved stage players of her day, while there are seven generations of theatrical folks on her mother's side and an equally illustrious heritage on her father's.

Joan Bennett

Stock No. N-98
Cut or Mat
Order Separately

Joan Bennett enacts a vivacious college co-ed in "Maybe It's Love." Joe E. Brown, James Hall, Laura Lee, Anders Randolf, and the first "all-American" footteam ever assembled complete the cast.

William Wellman directed this collegiate comedy-drama from the play by Mark Canfield. Joseph Jackson did the screen play and dialogue.

Here's the BIG College Comedy-Drama of the Year!

James Hall Lead in Campus Comedy-Drama

(Biographical Feature)

JAMES HALL jumped from the musical comedy stage to the screen less than four years ago. In less than two years after his arrival in the movie city, he was voted the third most popular male star in a national magazine contest. This popularity has steadily increased during the last two years and today Jimmy is near the top in popular favor.

He has been featured in fifty feature film productions since he deserted the stage for the screen. His newest picture is "Maybe It's Love," Warner Brothers Vitaphone collegiate comedy romance which marks his first film as a Warner Brothers contract star.

Born in Dallas, Texas, October 22, Hall's theatrical career began early in life and he appeared in dance and song skits on local amateur nights. When 14, he got a job selling booklets in front of the theatre showing "Everywoman." When the show left Dallas, Hall ran away from home to go with them. He played a small part in the production and when it closed in Chicago he returned home.

Three weeks later, he ran away again with the Otis Skinner company playing "Kismet" and remained with it until he closed in New York. He later obtained a place in the musical show "Chin Chin" and Ziegfeld's Follies.

While in service during the war, Hall organized a jazz band in which he played the drums. While on tour with the band after the war, Hall was playing at an automobile show in Oklahoma when he was offered a job with the "Girl Revue," a vaudeville act playing there. He accepted and when the company reached New York he was the headline dancer of the show. The Shuberts then signed him and he appeared in such musical productions as "The Passing Show" and "Poppy" opposite Madge Kennedy during six years of musical comedies.

James Hall

Stock J-25
Cut or Mat
Order Separately

While playing in "Merry Merry," he was given a screen test and two days later was sent to Hollywood, making his bow before the cameras opposite Bebe Daniels in "The Campus Flirt." Among his outstanding pictures are "Hell's Angels," "This Is Heaven," "Smiling Irish Eyes," "The Saturday Night Kid," "Hotel Imperial" opposite Pola Negri, "Rolled Stockings," "Ritzy," "Stranded in Paris" and others.

In "Maybe It's Love," James Hall portrays a gridiron hero and sweetheart of Joan Bennett, Joe E. Brown and Laura Lee are also featured in the all star cast.

"FUNNY MANS"

Joe E. Brown, screen comedian who plays a featured role in "Maybe It's Love," the Warner Bros. and Vitaphone comedy-drama now showing at the ..... Theatre, is a constant cause of annoyance to camera-men, directors, and the masters of the microphone. But the more annoyed they become the happier is Joe. Then he knows his stuff is going to get over on the screen.

Here's the reason. Many times, in acting a comedy scene, the laughter of the employees around the studio drifts through the microphone and spoils the scene. This means that all hands must assemble and a retake is necessary. Sometimes, several retakes. And what is anybody going to do about it? Surely they cannot scold Joe for being funny. That's his job.

Has He a Chance?

Joan Bennett and Joe E. Brown in "Maybe Its Love"- A Warner Bros. Production

Speed Hanson, campus clown and "has been" football player, is trying, in his own funny way, to make a hit with Nan, pretty co-ed of Upton College

Production No. 4—Cut or Mat

JOAN, YOUNGEST OF FAMOUS BENNETT CLAN, CARRIES ON THE FAMILY TRADITIONS

(Feature)

GENERATIONS of histrionic talent and achievement are behind Joan Bennett's characterization in "Maybe It's Love," the Warner Brothers Vitaphone college comedy-drama now playing at the ..... Theatre.

Joan is the youngest of three beautiful sisters, and the daughter of the greatest of stage personalities. Her sister, Constance, is one of the leading stars of the stage and screen, while Barbara, now retired from the footlights, was a prominent actress. Her father is Richard Bennett, famous stage star.

Theatrical Ancestry

Joan is in the seventh generation of theatrical folk on her mother's side. Her grandmother, Rose Wood, came to America from Scotland with the illustrious Wood family and attained fame on the stage in New Orleans and New York. She was also in the Philadelphia Stock Company with Georgiana Drew and Maurice Barrymore. Miss Bennett had for a great-great-grandfather a distinguished gentleman who managed the old Drury Lane Theatre in London. Her great grandfather was the famous English pantomimist, William Wood. Adrienne Morrison, Joan's mother, was one of the leading stars of her day.

College Flirt

In "Maybe It's Love," Joan Bennett is seen as a co-ed whose beauty draws the greatest football players in the country to her Alma Mater. James Hall plays the male lead opposite Miss Bennett, while Joe E. Brown, Laura Lee, Anders Randolf and others complete the cast. The first "all-American" football eleven ever assembled appears in "Maybe It's Love." This all star pigskin aggregation actually play football as a team in the picture and play roles under their real names.

William Wellman directed. The story is taken from Mark Canfield's play. Joseph Jackson did the screen play and dialogue.

ADVERTISEMENT

With "the All American football team" supplying a new set of thrills on the gridiron!

A WARNER BROS. & VITAPHONE TALKING PICTURE

One Col. Ad—Style C—Cut or Mat

"Maybe It's Love" A Good Picture And Well Acted

(Review)

Breezy is the word that adequately describes "Maybe It's Love," the Warner Bros. and Vitaphone comedy-drama which opened yesterday at the ..... Theatre. It is a delightfully entertaining picture, imparting the carefree gayety and romance that is part of modern college life. Young people will adore it while the old-timers can sit back and enjoy a few hours of renewed youth and amusing memories.

One of the outstanding features of this film is the fact that it contains a genuine "all-American" gridiron eleven. This is the first time that a real team of this sort has appeared in a screen production and more interesting is the fact that each boy has a role. And how they play football.

The story, refreshing in itself and capably acted by a clever group of film favorites, is of a lovely young co-ed whose father, president of the college, is threatened with a forced resignation because Upton has not won a "big game" in eleven years. The pretty co-ed, who has been hiding her beauty 'neath horn-rimmed specs and prim clothes suddenly changes into a ravishing flirt. This on the advice, and with the assistance of, Speed Hanson, the campus clown.

In this new guise she vamps a star group of players to Upton College, pretends she loves them all and really does fall in love with one, Tommy Nelson. Of course, there are complications but it's all fun and everything turns out right for the lovers and dear old Alma Mater.

Joan Bennett is exquisite as the co-ed and James Hall, as handsome Tommy Nelson. Speed Hanson, in the person of Joe E. Brown, has many hilarious moments. Laura Lee capably assists Brown with the comedy.

GAY CAMPUS FILM HERE

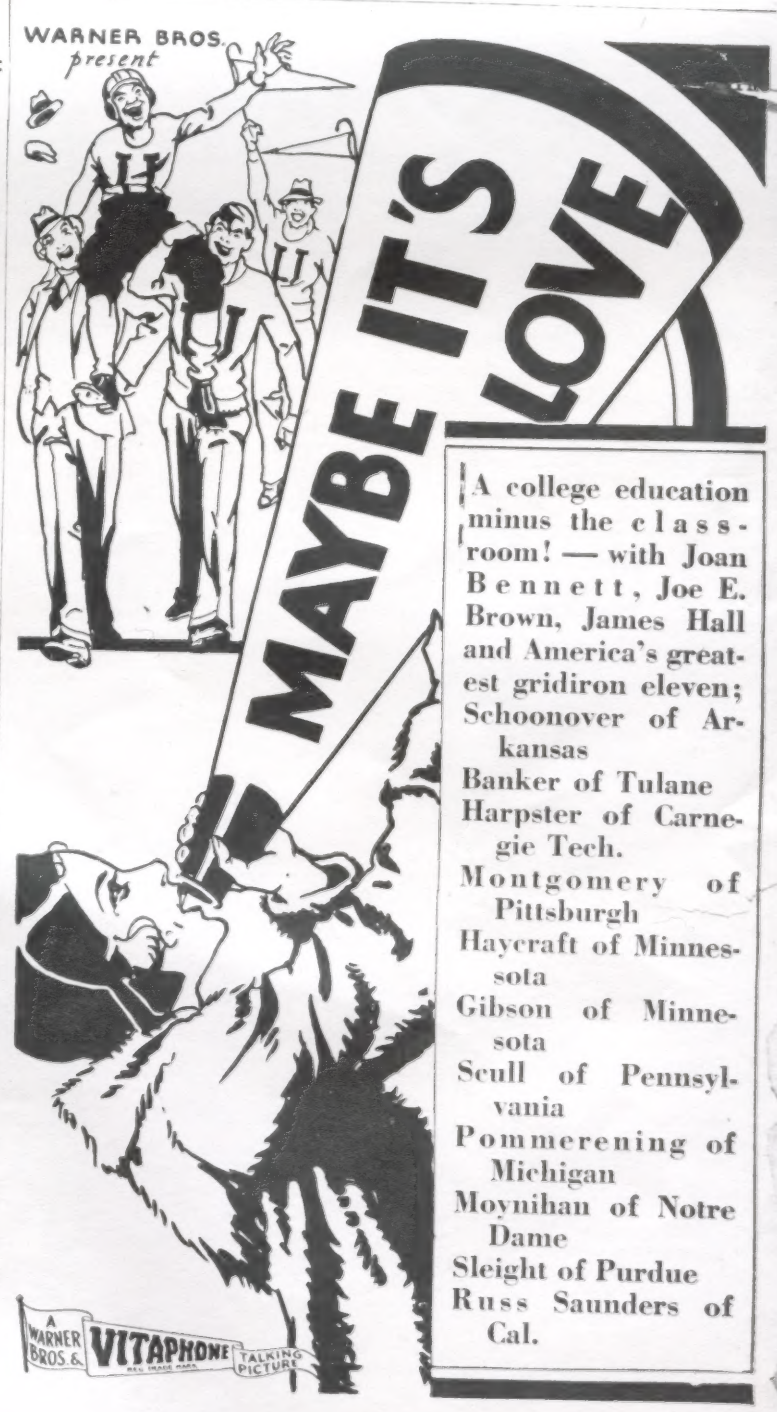
(Review)

"Maybe It's Love," the Warner Bros. and Vitaphone production which was shown for the first time at the ..... Theatre yesterday is one of the most enjoyable college pictures we have seen. The story is gay, the players are good, and there are some highly interesting and thrilling sequences.

It is the delightful tale of a shy little co-ed who changes her whole manner and becomes the most alluring flirt on the campus. She does it all for dear old Alma Mater, the net result of her charm being that a whole "all-American" team is lured to Upton College and Upton wins the big game for the first time in eleven years.

The "all-American" team is a genuine one and each boy proves himself a good actor as well as a gridiron star. They have been recruited from the star selection of Grantland Rice and the New York Sun. Joan Bennett is lovely and convincing as the co-ed and James Hall is splendid in the leading role opposite Joan. Joe E. Brown takes excellent care of the comedy, ably assisted by Laura Lee.

ADVERTISEMENT



A college education minus the classroom! — with Joan Bennett, Joe E. Brown, James Hall and America's greatest gridiron eleven;
Schoonover of Arkansas
Banker of Tulane
Harpster of Carnegie Tech.
Montgomery of Pittsburgh
Haycraft of Minnesota
Gibson of Minnesota
Scull of Pennsylvania
Pommerening of Michigan
Moynihan of Notre Dame
Sleight of Purdue
Russ Saunders of Cal.

Two Column Ad—Style D—Cut or Mat

Enthusiastic Bench Warmer

Joe E. Brown in "Maybe Its Love"- A Warner Bros. Production

Speed Hanson, the "has-been" is backed off the team but he is still heart and soul for Upton College

Production No. 5—Cut or Mat

STAR FOOTBALL PLAYER DISCOVERS HE IS NATURAL COMEDIAN—WINS CONTRACT

(Feature)

WHEN Bill Banker romped the Tulane University football gridiron with such dexterity that he was elected an "all-American," little did he realize that he possessed an attractive Southern drawl that would eventually land him in talking pictures.

But it did. And through an odd chain of circumstances, Bill Banker has a term contract with Warner Brothers to appear in Vitaphone productions.

Upon receipt of his sheepskin, Banker cast his collegiate eye, trained by years as Tulane's star halfback, over the business horizon in quest of a job. Like the great majority of college graduates, he considered entering the bond or insurance field.

Surprise

Almost deciding to peddle gilt-edged securities, he received a telegram from Warner Brothers' studio in Hollywood inviting him to play on the "all-American" football team in the college picture, "Maybe It's Love," which is now playing at the.....Theatre with Joan Bennett, James Hall, Joe E. Brown, and Laura Lee portraying the leading roles.

He consented and journeyed to the cinema city with ten other all-American choices from that many famous colleges. In addition to actually playing football in the picture. Banker, along with the other pigskin stars, was assigned a part in the film under his real name.

Then it was discovered that Banker possessed a naive Southern drawl and a distinct talent for natural comedy! His fine physique and masculine appearance augmented these characteristics and he was given a contract to appear in Vitaphone productions.

All Stars

The other ten football stars who comprise the all-American eleven in "Maybe It's Love" are Tim Moynihan, Notre Dame center; Russell Saunders, Southern California fullback; W. K. Schoonover, Arkansas end; E. N. Sleight, Purdue tackle; George Gibson, Minnesota guard; Ray Montgomery, Pittsburgh guard; Otto Pommerening, Michigan tackle; Kenneth Haycraft, Minnesota end; Howard Harpster, Carnegie Tech quarterback; and Paul Scull, halfback from Pennsylvania.

Having yet to pass their final examinations in order to receive their diplomas, the majority of the boys have returned to their various campuses to complete their studies. Banker, with his sheepskin already framed, has made a definite start for a career in the movies.

Climb Up In a Grand Stand Seat Now for the Big Game in "MAYBE IT'S LOVE"

Collegians Not Impressed by Studio Dignity

(Feature)

Most persons regard the movie studios — from the outside — with awe. And it's no wonder, what with some thirty thousand extras striving to get in for a day's work, and more thousands of tourists trying to go through so they can write home about it, and hundreds of thousands of Southern Californians depending for their very existence upon the success of the fourth largest industry in the world. The very atmosphere commands respect —and gets it.

It did get it, that is, until Warner Brothers imported one all-American football team and several blossoming grid stars from colleges all over the United States, to play in a college comedy called "Maybe It's Love," which is now showing at the.....Theatre. Filled with an insatiable curiosity, they were interested but not impressed. Awe was the one thing that seemed to be left out of their make-ups. They remained collegiate to the end.

Marshall Duffield, pride of the University of Southern California, had a great time teaching Harry Langdon to play football with an enormous electric light globe — until the inevitable happened.

The favorite parking places of George Gibson, Minnesota guard, and Paul Scull, Pennsylvania halfback, were the easy chairs and a roomy roadster used on the set, while the most dignified of studio officials were liable to drive away with a napping young husky in the back seat.

The climax to several weeks of hilarity came on the last day of the boys in Hollywood, with the result that one Irving Lippman, cameraman de luxe, is now without his mustache. The brilliant idea was conceived and executed, with the help of a pair of scissors, by Bill Banker, halfback from Tulane, and Tim Moynihan, center from Notre Dame. That finished, the studio is now struggling back to normalcy.

JOE E. BROWN HAS ONE OF FUNNIEST ROLES OF CAREER IN FILM "MAYBE IT'S LOVE"

(Biographical Feature)

THE circus tent and baseball diamond were stepping stones which led Joe E. Brown to the stage—and finally to the motion picture screen.

Brown first appeared before the public at the age of nine years as a member of the Five Marvelous Ashtons, circus acrobats and aerialists, and he remained with this troupe for five years, appearing not only in circuses but also at parks and fairs.

Joe E. Brown

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Cut or Mat
Order Separately

When he was seventeen years old, Brown began his career as a professional baseball player, joining the St. Paul, Minn., team. He played with various "bush league" teams for several years, and eventually landed with the New York Yankees, where he sat on the bench for several weeks—and then went into vaudeville. As a member of the team of Prevost and Brown he played variety circuits for four years, after which he entered the ranks of musical comedy and revue, playing important comedy roles in such productions as "Listen Lester," "Jim Jam Jems," "Greenwich Village Follies," "Betty Lee," "Captain Jinks" and "Twinkle Twinkle."

Except for one Vitaphone Variety, made when he was appearing in "Twinkle Twinkle," Brown had not appeared on the screen until January, 1928, when he played a role in "Crooks Can't Win." He immediately created a sensation, and has since been seen in "The Hit of the Show," "Take Me Home," "The Queen of Burlesque," "On With the Show" and "Song of the West"—the latter two all-color Vitaphone productions from the studio of Warner Bros.

Brown is playing one of the funniest comedy roles of his career in "Maybe It's Love," the Vitaphone picture which is now playing at the.....Theatre, with a cast which also features Joan Bennett, James Hall and the "all-American" football team.

Joan Bennett Collects Eleven Fraternity Pins

(Feature)

AMONG the college students, engagement rings are practically unknown when an amorous undergraduate finally finds the lady of his choice and they become engaged.

Instead of a ring, the rah-rah boy performs a naive ceremony known to collegians as "hanging the brass"! When a college lad "hangs the brass" upon his chosen co-ed, the dainty operation consists of merely pinning his fraternity pin on her dress so that the whole campus may know that they are engaged to be married.

Various advantages are credited to the system. It is inexpensive, in fact, costs nothing—a fact that appeals to any student. Also, in case of a switch in affections, it is a comparatively simple matter to return the pin. However, many co-eds make collections of fraternity pins as mute witnesses of their heart-breaking college days.

In "Maybe It's Love," the Warner Brothers and Vitaphone collegiate romantic comedy at the.....Theatre, the campus pastime of "hanging the brass" provides many of the humorous moments. Joan Bennett, in the feminine lead, succeeds in collecting eleven fraternity pins from that many football stars who comprise the "all-American" football team in the picture. These gridiron stars were chosen from the "all-American" teams of last year and recruited from ten great universities from different sections of the country.

James Hall has the leading romantic role opposite Miss Bennett while Joe E. Brown and Laura Lee contribute the comedy. Anders Randolf, Sumner Getchel, George Irving and George Bickel also have prominent parts.

William Wellman directed "Maybe It's Love" from the original story by Mark Canfield. Joseph Jackson prepared the screen play and dialogue. The theme song, "Maybe It's Love," and other tuneful songs in the picture are the combined efforts of Sidney Mitchell, Archie Gettler and George Meyer.

ADVERTISEMENT

Two Column Ad—Style E—Cut or Mat

Special Newspaper Features

Hero

James Hall in "Maybe Its Love"
A Warner Bros. Production

Tommy is blissfully unaware that Nan has told the ten other members of the team that she loved them

Production No. 6—Cut or Mat

SCENES OF HEROIC ACTION

The Pasadena Rose Bowl, scene of many historic intersectional football classics, witnessed the machine-like action of the greatest football team ever seen on its grassy turf when an "All-American" pigskin squad swung into action during the filming and recording of "Maybe It's Love," Warner Bros. and Vitaphone production now showing at the .....Theatre.

For several days the All-American gridiron eleven romped over the yardlines in the huge Rose Bowl, scene of every New Year's Day intersectional football classic staged in connection with the Pasadena Tournament of Roses.

This great football team, selected from among the greatest pigskin stars of the entire nation, is composed of W. K. Schoonover, Arkansas end; E. N. Sleight, Purdue tackle; George Gibson, Minnesota guard; Tim Moynihan, Notre Dame center; Ray Montgomery, Pittsburgh guard; Otto Pommerening, Michigan tackle; Kenneth Haycraft, Minnesota end; Howard Harpster, Carnegie Tech quarterback; Paul Scull, Pennsylvania halfback; Russell Saunders, Southern California fullback; and William Banker, Tulane halfback.

Joan Bennett portrays the feminine lead in "Maybe It's Love," assisted by James Hall and Joe E. Brown.

ADVERTISEMENT

Two Column Ad—Style F—Cut or Mat

ACTRESSES LEARN TO EFFECT CHARACTERIZATIONS THRU VARIED COIFFURES

Joan Bennett, Beautiful Blonde Screen Star, Thinks Correct Hair Arrangement Adds to Reality of Role

THE effectiveness of a screen characterization is greatly enhanced in the case of an actress wearing a hair arrangement that is complementary to the character she is portraying. This is true even where the player is definitely identified with a specific type of coiffure and generally thought of as never changing it. There is Joan Bennett, who plays the leading role in "Maybe It's Love," the Warner Bros. and Vitaphone production now showing at the .....Theatre.

There are no dissenting voices raised when the blonde loveliness of Joan's hair is mentioned. But somehow, one always thinks that this beautiful actress' coiffure remains more or less unchanged both for her social activities and her picture roles.

Coiffure Important

This is quite untrue. Miss Bennett gives considerable time and thought to the arranging of her hair for a screen role for she has learned that just the slightest change, whether or not it is apparent to the screen audience, makes an enormous difference in the effect a characterization has upon that audience.

"Believe it or not," says Joan, "I spend hours and hours fussing with my hair when I am preparing for a role in a picture. I don't mind it a bit. In fact, I find it rather fascinating because I have discovered that I can change my appearance to an amazing degree by various hair arrangements.

Complete Change

"In 'Maybe It's Love' I am a prim young co-ed in the early sequences of the picture. I do not attempt to flirt with the boys and they do not pay much attention to me because of my sedate appearance. For these scenes I had to work out a conventional hair arrangement that would not be entirely unattractive but still negative in the matter of catching the fancy of the campus Don Juans. Then, according to the story, I suddenly burst forth as an irresistable flirt, capable of vamping a whole "All-American" team for the sake of dear old Upton College. In these two characterizations the hair was most important and I hope I succeeded in looking the part each time.

"It was a lot of fun changing from one role to the other. One day I was a sensible young lady with my hair combed in such a manner as to discourage even the least ambitious little curl. The next day I was a frivolous flapper, artfully placing a capricious lock of hair so that it would distract even the most wile-proof male.

"In 'Moby Dick' I am a person of shy nature, still with a certain amount of determination and flirtatiousness. My coiffure had to be a nicely balanced one, hovering between demureness and frivolousness. The center part, with the hair drawn neatly over the forehead was demure enough to be sure, but the little curls, apparently just carelessly peeping out at the nape of the neck, were there to indicate the adventurous, romantic side of the girl who loved the daring Ahab in this thrilling tale of the sea.

A Discovery

"So far, in my screen career, I have not played a really sophisticated role and I am eager to try it. Oh, yes, I could look the part. I have discovered some wonderfully smart and worldly looking coiffures in my hours of research with my hair and I am going to use them some day soon, you can wager on that. When I do it will be one of the big moments of my career for it will definitely prove to me that an actress' hair is an integral part of her general make-up."

LITTLE GIRLS AROUSE IN EGOTISTICAL MALE DESIRE TO LOVE AND PROTECT

THE "Big Sister" movement has no place on the screen, according to Joan Bennett, who plays the leading role in "Maybe It's Love," the Warner Bros. and Vitaphone college comedy-drama now showing at the .....Theatre.

"It's the little sisters who have the advantage on the screen," says Miss Bennett, daughter of Richard Bennett, famous stage and screen star, and sister of Constance and Barbara. Miss Joan herself is one of the "little sisters" of the screen. She is but 5 feet 3 inches in height and weighs but 108 pounds.

Camera Cruelty

"The camera and the screen seem to be in conspiracy against a girl's height and weight although they are rather kind in the matter of age," continues Miss Bennett. "They make a girl seem both taller and heavier than she is. The woman of medium height and weight on the screen appears as slightly too tall and too heavy for romantic and juvenile roles, while the very tall and very stout women take on almost gigantic proportions.

"Now, for some reason, romance and charm and love are associated in the popular mind with the small woman—girls that appear slight and helpless and in need of masculine guidance and support. Often the small girl is more assertive and independent than the bigger sister, and usually more hard-headed. The big woman may be timid, non-assertive, with all the mental and emotional habits of the clinging vine, but the mere fact that her size gives her a false appearance of assertiveness makes a man shy away from her.

Superior Male

"I suppose this is due to the fact that from time immemorial man has liked to feel that he is the protector and guide of his women folk. He wants them to look up to him physically as well as mentally, and associates more quickly the emotions of love and protectiveness with the small woman than he does with the big sister.

"Small women—at any rate those not above medium height and weight—get married earlier than the tall or very stout woman. The latter do not awaken chivalry and romance in the heart as quickly. They have to go through the period of getting a man to know them well and appreciate the fact that they are often more companionable and tolerant than the little girl, who is inclined to be a spitfire."

Heroine

Joan Bennett in "Maybe Its Love"
A Warner Bros. Production

Nan is contemplating the trick she has played in vamping a whole football team

Production No. 7—Cut or Mat

Joe E. Brown Crazy About His Homely Face

Be it ever so homely, Joe E. Brown's expressive face is good enough for him.

In fact, it is so good to him that his new contract with Warner Brothers contains several clauses that prevent studio executives from marring his picturesque features with whiskers, mustaches, or any other artificial adornment that would make Brown's comely countenance other than the way nature carved it.

Never can it be said of Joe E. Brown, whose latest talkie role is the leading comedy part in "Maybe It's Love," the Warner Bros. and Vitaphone collegiate comedy-drama at the .....Theatre, that he had to use anything other than his normal physiognomy to throw audiences into convulsions of laughter.

Never will long drooping mustaches hide the enormous cavern which is his mouth.

Never will a flowing beard cover his comic chin.

The uniquely fashioned visage will remain for posterity exactly as it is.

As long as this contract lasts, Joe E. will be unable to portray such famous characters of the bearded fraternity as Abraham Lincoln, Rip Van Winkle, or either one of the Smith Brothers.

Joan Bennett enacts the leading role in "Maybe It's Love." The cast includes James Hall, Laura Lee, Anders Randolf, George Irving, Howard Jones and others. William Wellman directed. Joseph Jackson did the screen play and dialogue. The first "All-American" football team ever assembled enact parts in the picture and are seen in the football game as a squad.

Lack of Roads No Hindrance in Making Films

There is no end to the limits to which motion picture men will go in obtaining a location for a picture if it is just the type for which they are looking.

When Warner Brothers filmed and recorded "Maybe It's Love" the Vitaphone college comedy-drama featuring Joan Bennett, E. Brown, James Hall and others now showing at the ..... Theatre, a certain location was covered that was ideal for certain scenes of the picture.

But the spot was inaccessible for the huge trucks and equipment needed to make talkies. So the studio production department gathered a gang of laborers together and built a road from the highway to the selected location! The road was over a half mile long and built sufficiently strong to stand the heavy traffic that takes place when a movie company is working outdoors and away from the studio.

Joan Bennett portrays the leading role in "Maybe It's Love," which was directed by William Wellman. Joe E. Brown carries his hilarious comedy through the picture, assisted by Laura Lee. James Hall takes the romantic lead opposite Miss Bennett and, for the first time in a picture production, an "All-American" team appears. Each man in the team has a featured role and the thrilling climax is a genuine "big game."

EXPLOITATION SUGGESTIONS

LINES OF TYPE FOR USE IN ADS AND EXPLOITATION

Campus clowns! Collegiate cuties! Here's an education in Comedy and Romance!

The "All-American" picture for All Americans!

Rah! Rah! Rah! Boop-oop-a-Doop! "Maybe It's Love," the hilarious Collegiate Comedy Romance.

Love and Laughter on a College Campus. Action and Thrills on a College Gridiron.

What a gal! She vamped an entire "All-American" team to Upton College. And how she did it!

All - American Youth! All - American Love. All-American Football Stars. The "All-American" picture for every red-blooded fan.

See how a Campus Sweetie succeeds in recruiting an all star football team for the sake of dear old Alma Mater.

The most thrilling and the funniest college picture ever screened.

"MAYBE IT'S LOVE" SONG HIT

As soon as this picture is released you will hear "Maybe It's Love" sung and played from coast to coast. It is the big song and dance hit of the season. Bearing the same title as the picture itself, its exploitation possibilities are enormous. The music supplement, enclosed in this press sheet, will show you how to make this catchy tune work for you.

Bradley Sweater Tie-up

Send for Still Pub. A4 as shown above

Big Campaign in Sporting Goods Stores Throughout Country an Exploitation Gem

This tie-up with the Bradley Sweater Company is a "natural" in the way of publicity for "Maybe It's Love." The Bradley people are preparing a big campaign to start as soon as the picture is released. Sporting goods stores everywhere will feature the Bradley Sweater and use the above photograph showing the "All-American" team wearing Bradley Sweaters. This is a real "All-American" team and they play featured roles in "Maybe It's Love." They are actors as well as the world's greatest football players.

As soon as you book the picture go to the sporting goods shop in your locality and arrange for this Bradley tie-up. If they sell Bradley Sweaters (and most of them do), they will know all about this campaign and be ready to cooperate with you.

ORDERING STILLS

A large supply of stills is kept at your exchange. Go there first and if they cannot supply you, order from Miss Ruth Weisberg, care of Warner Bros., Inc., 321 West 44th St., New York City.

Mention use for which stills are to be used and careful selection will be made.

Price ten cents each.

EXPLOITATION SUGGESTIONS

BALLOON DISPLAY

If a football game is playing in your locality, arrange to stage a balloon display. Have balloons anchored near the playing field and near them place large banners reading:

"See the 'All-American' team in action! They are staging the greatest gridiron battle of the season in 'Maybe It's Love,' the campus comedy-drama at the ..... Theatre."

Decorate your lobby with pennants of various colleges and have ushers and box-office people wear rooters' hats.

SCHOOL PARADE

On the opening night get the local college or high school band to parade to the theatre playing the song hit from the picture. Have them carry a large banner, in the shape of a football saying they are going to see "Maybe It's Love."

Celebrating

Joe E. Brown and Laura Lee in "Maybe Its Love"- A Warner Bros. Production

Speed Hanson and his girl friend entertain the campus crowd

Production No. 9—Cut or Mat

THROW-AWAYS

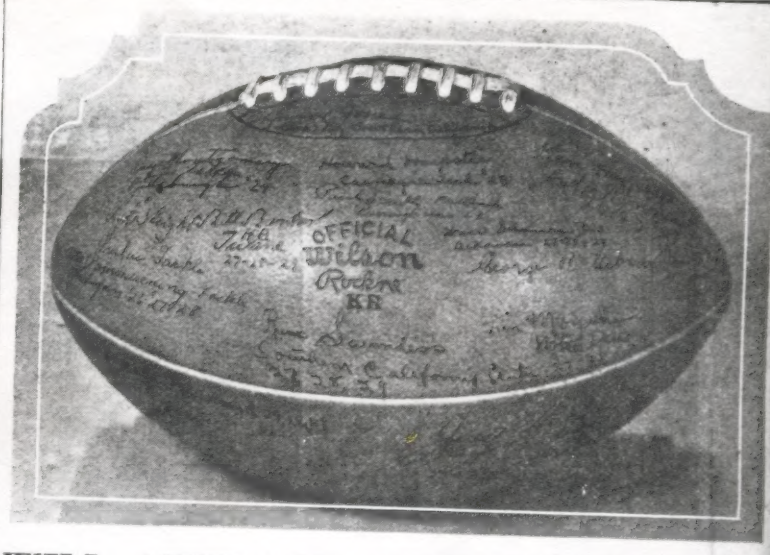
Print colored throw-aways in the shape of a football with:

"See 'Maybe It's Love,' the greatest college picture ever made. A real 'all-American' football team appears on the screen for the first time in a thrilling gridiron battle. Joan Bennett, Joe E. Brown and James Hall in the great cast at the ..... Theatre."

Give these away at football games, school dances, etc., and place them in parked automobiles.

Make local school players guests of honor at your theatre on opening night.

Autographed Football



WILL ATTRACT ATTENTION DISPLAYED IN WINDOW OF SPORTING GOODS SHOP

Send for still Pub. A3. It is a photograph of the first football autographed by an "All-American" team. It should be displayed in a sporting goods store window, surrounded by photographs of these star players. Individual or group pictures of these players are also available.

PLEASE CLIP AND SEND IN YOUR ORDERS ON THE FORM BELOW

ADVERTISING ORDER

WARNER BROS.
PICTURES
VITAGRAPH, Inc.
DISTRIBUTORS

READ CAREFULLY
1. Enclose remittance with order, if no remittance shipment will not be made.
2. If postage is not included in remittance shipment will be made express collect.
3. We make no C. O. D. shipments of advertising matter.

Give a Thought to Accessories

Mr. Exhibitor: You can increase your box-office receipts by using more Accessories.

The more you buy - the less the cost!

Here's the SLIDING SCALE of PRICES

(The reductions in prices apply to quantity purchases for Accessories on ONE PICTURE only.)

Please ship the following order by mail express Enclosed find check money order

Date _____

PRODUCTION	POSTERS: ONE SHEETS (1 to 50 @ 15c each; 51 to 100 @ 13c; Over 100 @ 11c)	POSTERS: THREE SHEETS (1 to 25 @ 40c each; Over 25 @ 36c)	POSTERS: SIX SHEETS (1 to 10 @ 75c each; 11 to 20 @ 70c; Over 20 @ 65c)	POSTERS: TWENTY-FOUR SHEETS (Up to 25 @ $2.00 each; Over 25 @ 1.75)	WINDOW CARDS (1 to 50 @ 7c each; 51 to 100 @ 6c; Over 100 @ 5½c)	LOBBY—COLORED: 11 x 14 Set 75c	LOBBY—COLORED: 22 x 28 Set 80c	INSERT CARDS (1 to 25 @ 25c each; 26 to 50 @ 22c; 51 to 100 @ 20c; Over 100 @ 18c)	SLIDE 15c	HERALDS (1000 to 5000 @ $3.00 per M; Over 5000 @ $2.75 per M)	MATS Per Col. 5c	SCENE CUTS Per Col. 15c	AD CUTS Per Col. 20c	NEWS STILLS 8/10 10c each	SPECIAL ACCESSORIES	AMOUNT

Press Sheets and Music Cues Gratis—Mail this order with your check early enough to insure advertising reaching you before play date

Theatre _____

Owner _____ Address _____

THESE PRICES FOR U. S. A. ONLY

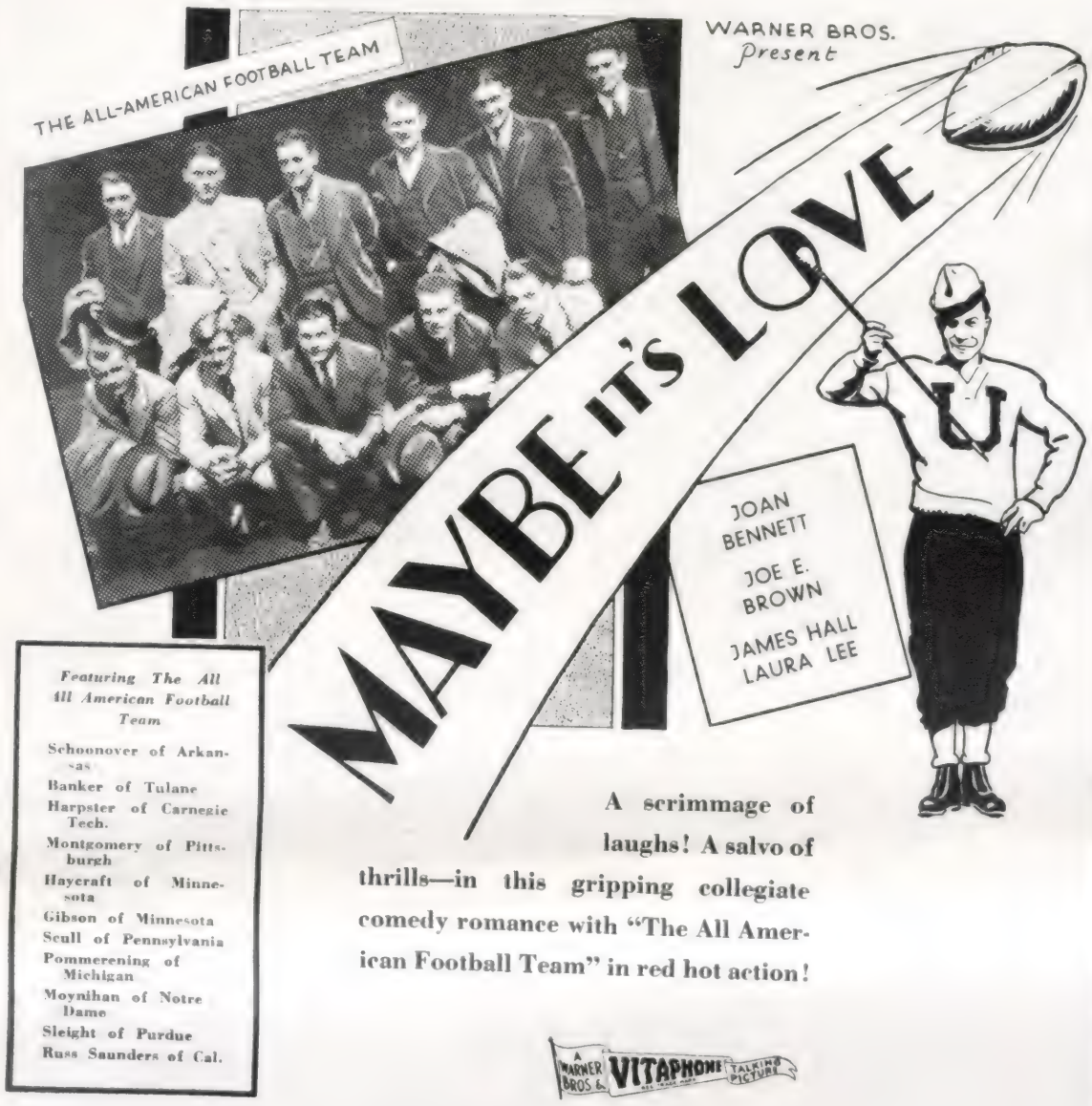
Newspaper Advertising

Three Column Ad—Style G—Cut or Mat

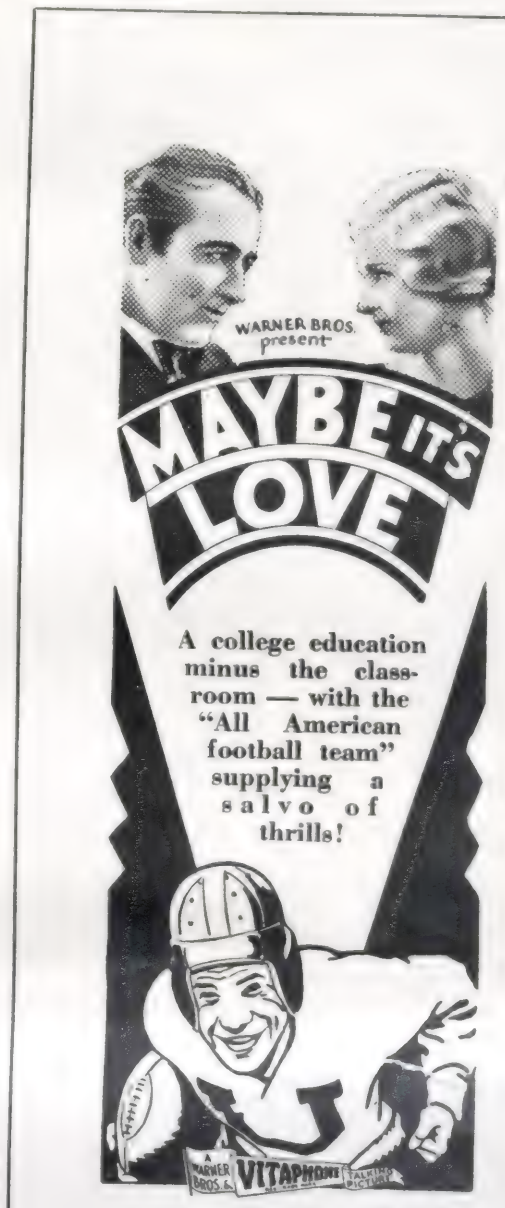
Scene from "Maybe Its Love" A Warner Bros. Production, featuring the "All-American" Football Team. Front row, Left to right, W.K. Schoonover, Arkansas; E.N. Sleight, Purdue; George Gibson, Minn; Tim Moynihan Notre Dame; Ray Montgomery, Pitt; Otto Pommerening, Mich; Kenneth Haycraft, Minn; Russell Saunders U. of S.C; Howard Harpster, Carnegie Tech; Paul Scull, U. of Penn; William Banker, Tulane.

This Cut May Be Used on Sporting Page of Paper—Production No. 10

Newspaper Advertising



Three Column Ad—Style H—Cut or Mat



One Column Ad—Style J
Cut or Mat

IF YOU MAKE YOUR OWN ADS

PLEASE USE TYPE PROPORTIONED AS BELOW:

WARNER BROS. Present — (25%)

"MAYBE IT'S LOVE" — (100%)

— with —

JOAN BENNETT, JOE E. BROWN and JAMES HALL	50%
Laura Lee	20%
Anders Randolf	20%
Sumner Getchell	20%
George Irving	20%
George Bickel	20%
COACH HOWARD JONES and the ALL AMERICAN FOOTBALL TEAM	40%
Based on the story by Mark Canfield	3%
Screen play and dialogue by Joseph Jackson	2%
Directed by William Wellman	20%
A WARNER BROS. & VITAPHONE PRODUCTION	10%

Newspaper Advertising

"THE ALL AMERICAN FOOTBALL TEAM" IN ACTION ON THE SCREEN!

Collegiate pep! Campus romance! Bubbling youth—and a "Big Game"—The snappiest rah-rah-rah comedy romance of the football gridiron! A college education minus the classroom!

JOAN BENNETT
JOE E. BROWN
JAMES HALL

and

"The All American Football Team"

The All American Football Team
Schoonover of Arkansas
Banker of Tulane
Harpster of Carnegie Tech.
Montgomery of Pittsburgh
Haycraft of Minnesota
Gibson of Minnesota
Scull of Pennsylvania
Pommerening of Michigan
Moynihan of Notre Dame
Sleight of Purdue
Russ Saunders of Cal.

A WARNER BROS. & VITAPHONE TALKING PICTURE

Two Column Ad—Style K—Cut or Mat

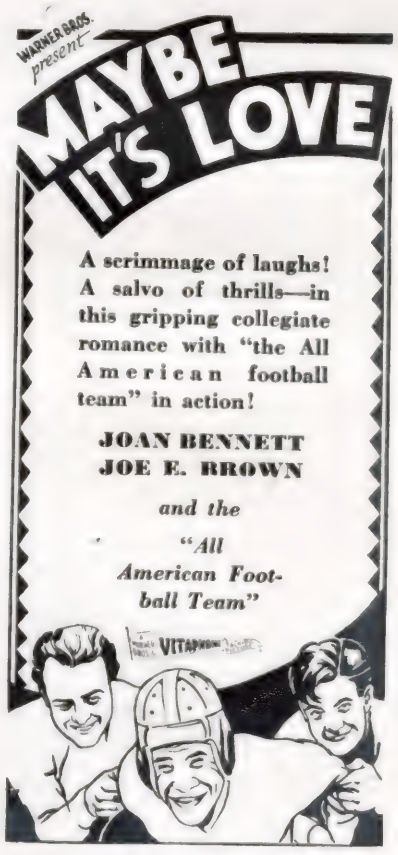
MAYBE IT'S LOVE

with
JOAN BENNETT
JOE E. BROWN
JAMES HALL

A drop-kick over the entertainment goal! — with "the All American Football Team."

A WARNER BROS. & VITAPHONE TALKING PICTURE

One Column Ad—Style L
Cut or Mat



A scrimmage of laughs! A salvo of thrills—in this gripping collegiate romance with "the All American football team" in action!

JOAN BENNETT
JOE E. BROWN

and the

"All American Football Team"

One Column Ad—Style M
Cut or Mat

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Warner Bros. Pictures, Inc. :: 321 West 44th Street :: New York

Newspaper Advertising

Two Column Ad—Style N—Cut or Mat

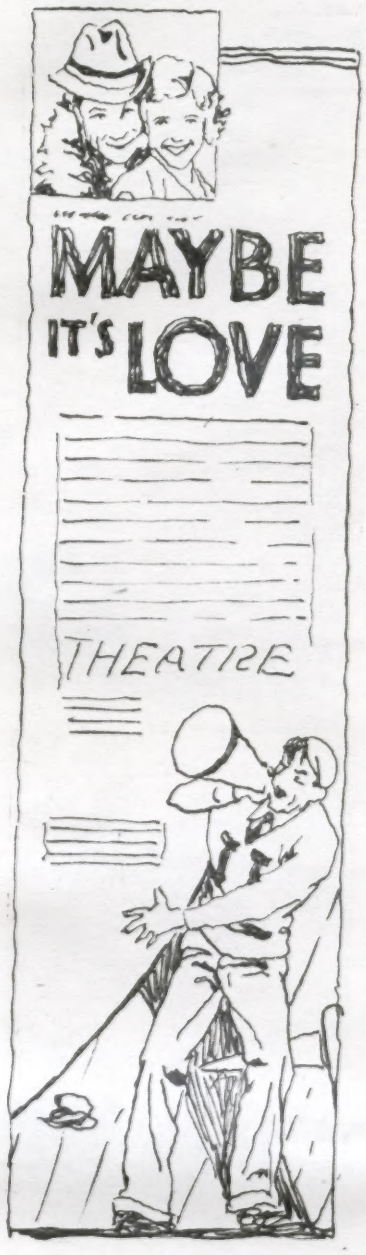
Two Column Ad—Style O—Cut or Mat

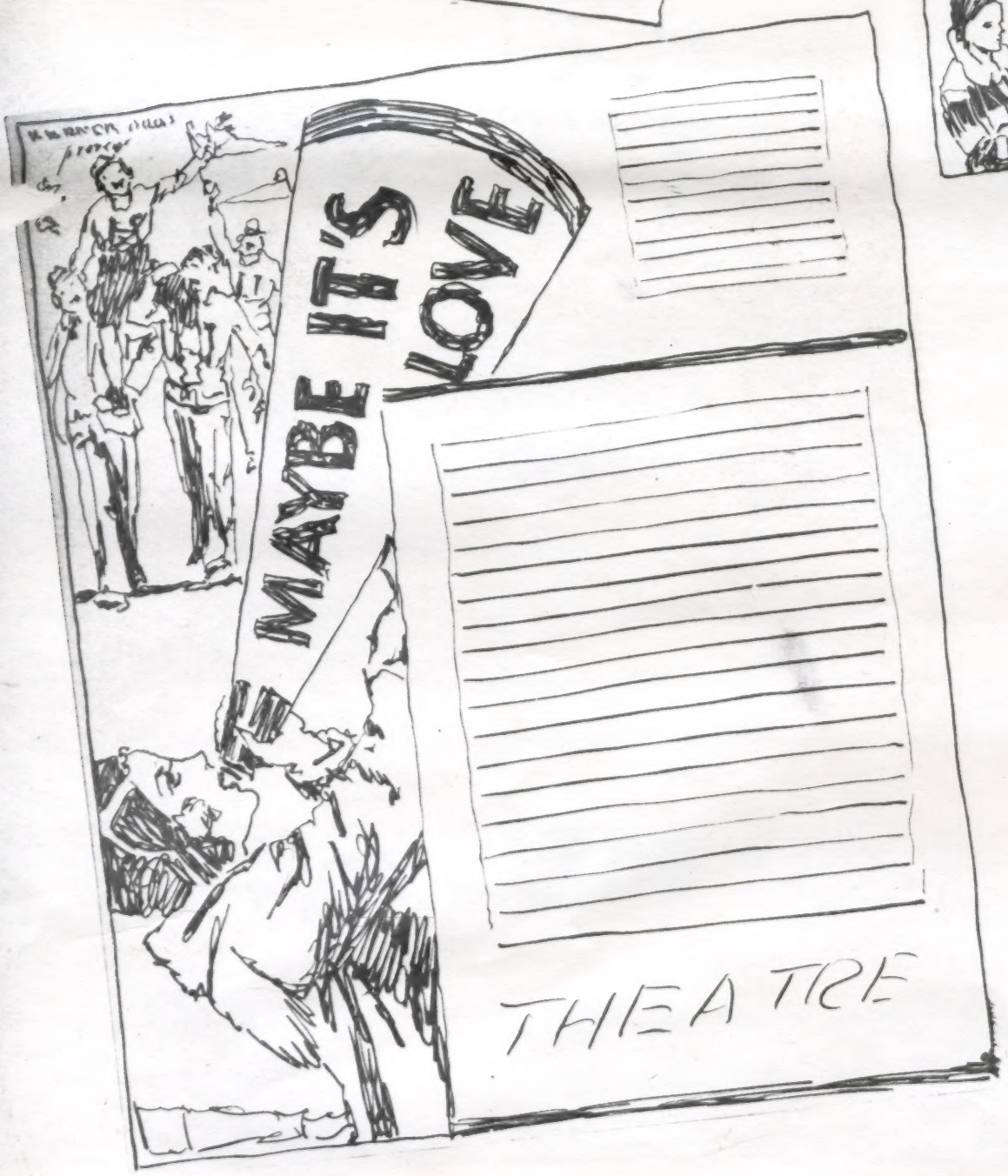
Talking Trailer With a Kick

Warner Bros. have prepared a talking trailer for "Maybe It's Love" that will bring all the young folks hotfoot to see the picture—and also all those who remember what it is to be young

AT COST AT YOUR EXCHANGE

Build Your Own From Press Sheet Ads





Suggested layouts showing how, with a little ingenuity, regular press sheet ads can be adapted to fit any requirement

11 x 14

11 x 14

11 x 14

11 x 14

11 x 14

11 x 14

11 x 14

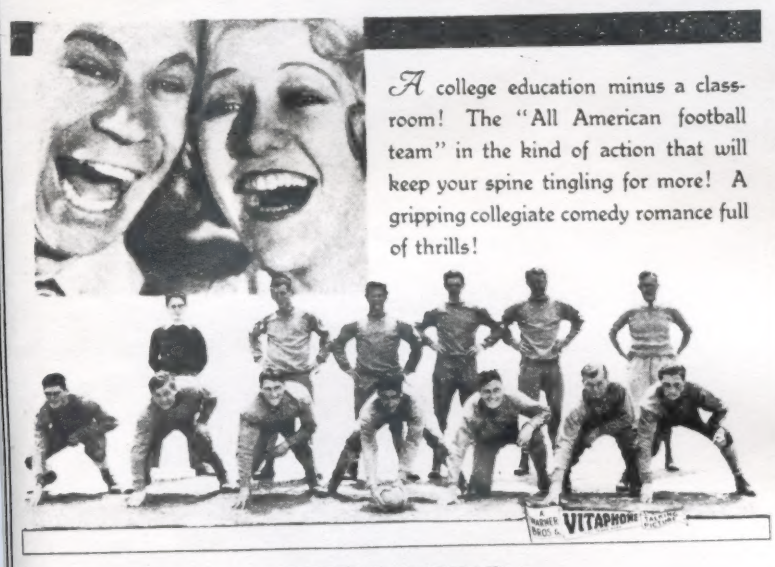
11 x 14

22 x 28

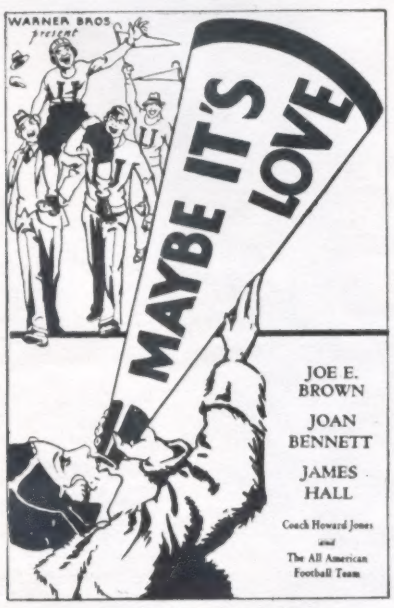
LOBBIES, HERALD, WINDOW CARD AND INSERT CARD.

22 x 28

COLORFUL HERALD



INSIDE SPREAD



FRONT COVER

WINDOW CARD

INSERT CARD

These Unusual Accessories Will Attract Attention, and Therefore Patrons, to Your Theatre During the Run of "Maybe It's Love"

ALSO A BRILLIANTLY COLORED SLIDE

YOUR POSTERS

One-Sheet A

Twenty-Four Sheet

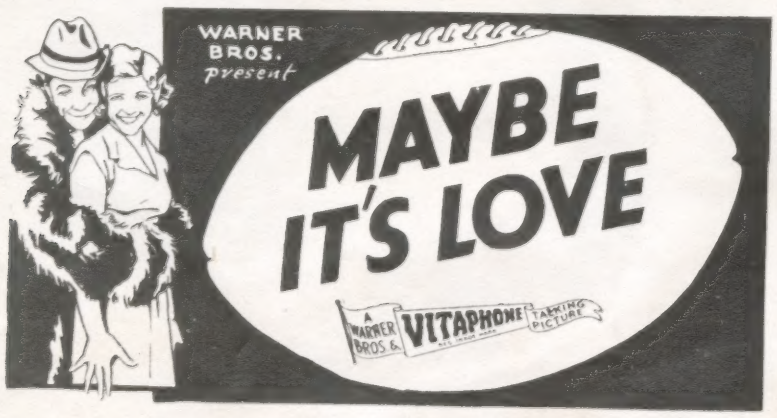
One-Sheet B

Three-Sheet A

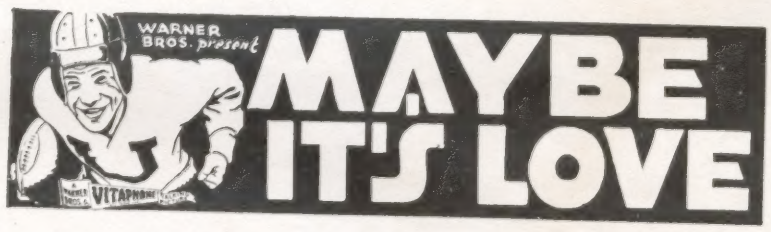
Six-Sheet

Three-Sheet B

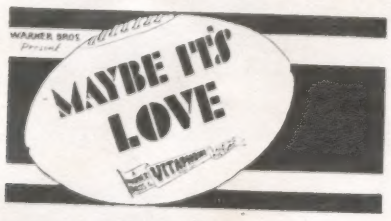
Four Strong Advertising Slugs



Two Column Slug—Style P—Cut or Mat



Two Column Slug—Style R—Cut or Mat



One Column Slug—Style Q
Cut or Mat

One Column Slug—Style S
Cut or Mat

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http://wcftr.commarts.wisc.edu

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